

Pala-Pauma

Overview

Commercial land uses in Pala-Pauma are located exclusively along State Route 76. The main commercial area is located in Pauma Valley, north of the Country Club area. Existing commercial uses include a restaurant, food market, and other small businesses. There are also two smaller commercial areas located southeast of Pauma Valley. The larger of the two areas is known as Rincon Springs located at the intersection of State Route 76 and S6. Commercial uses consist of a small restaurant, convenience store, and a fruit stand. In addition, there are three tribal gaming facilities located within Pala-Pauma that provide commercial services and employment opportunities.

Generally, the community needs are met by outside commercial developments, located in the nearby communities of Valley Center and Fallbrook. Regional commercial needs are met either to the south in Escondido or to the north in the City of Temecula, in Riverside County.

Key Issues

- Traffic associated with the Tribal Gaming facilities may generate a desire for new visitor-serving commercial services that would be in conflict with community desires to maintain rural agricultural character

Sponsor Group Direction

- Change existing General Commercial designated areas located on State Route 76, to Rural Commercial to reflect the existing, small-scale retail and support services. Commercial designated lands should be restricted to the three existing commercial areas
- The Sponsor Group and the community supports the Rural Commercial Land Use Designation because it reflects the rural, agricultural character of the community while meeting the commercial and civic needs of both the local residents and traveling motorists
- The Sponsor Group endorsed a plan that would limit vehicular access to State Route 76 and require a separation between local and highway traffic in the vicinity of the existing, main commercial area in Pauma Valley. This could potentially affect some existing commercial businesses by requiring their current access and parking lots to be relocated

**Additional Staff Analysis/
Recommendations**

Staff supports the Sponsor Group's direction on commercial lands. Although there are no lands proposed for industrial designations, Pala-Pauma has numerous agricultural related businesses and large wholesale nurseries. Staff will continue to work with the Sponsor Group to develop community plan text policies that support agricultural and agricultural related businesses.

Staff will assist the Sponsor Group in developing a community road network plan that will meet the community's objectives of improving public safety on Highway 76 and enhancing the viability of commercial businesses. These issues will be addressed as part of the upcoming road network planning phase.

**Planning Commission
Recommendations**

The Planning Commission concurs with staff's recommendations.

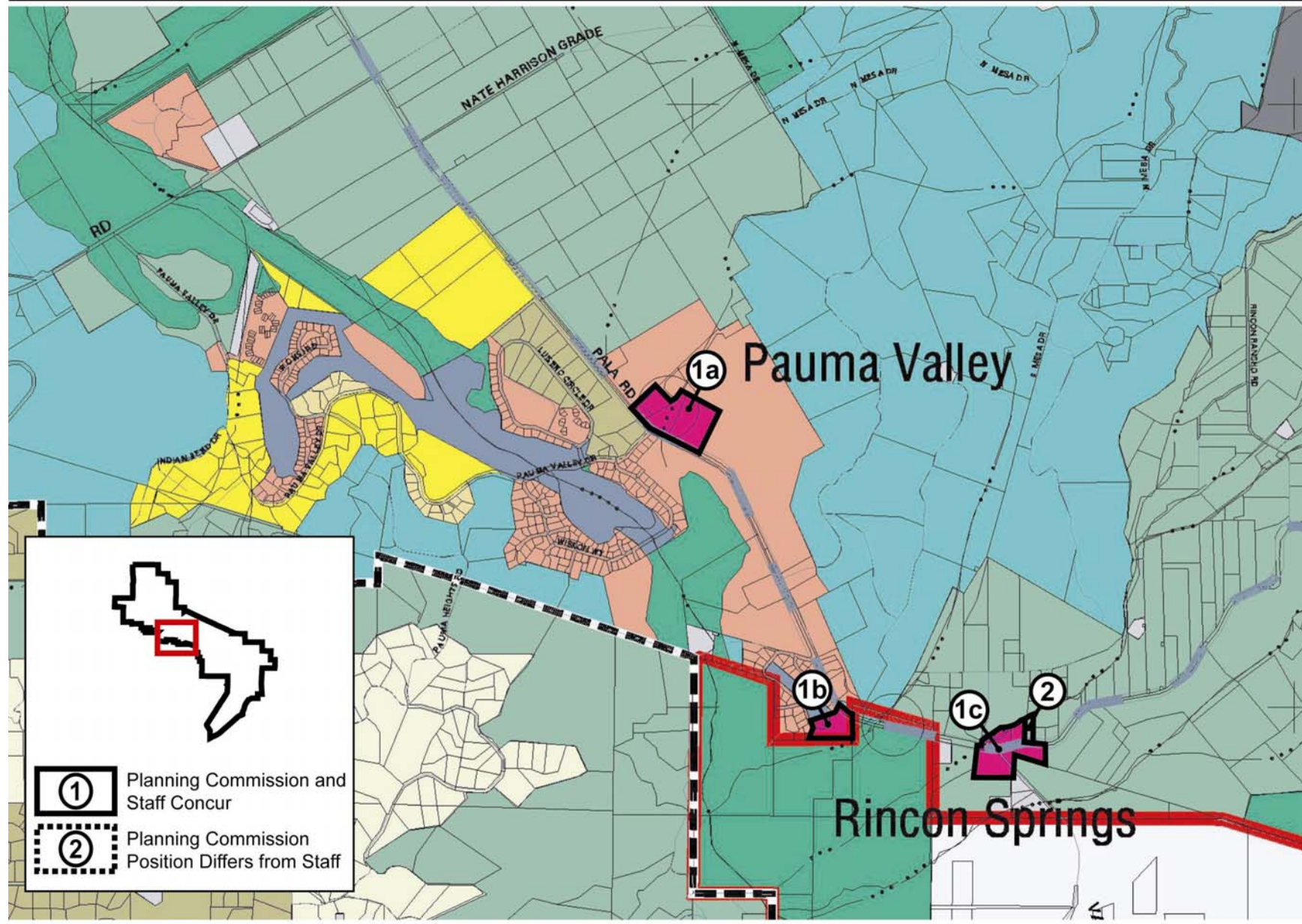
ERA Needs Analysis
(all numbers in gross acres)

	<i>Projected Demand</i>	<i>Existing General Plan</i>	<i>Surplus/ (Deficit)</i>	<i>Proposed General Plan</i>	<i>Surplus/ (Deficit)</i>
Commercial	19	41	22	41	22
Industrial	15	0	(15)	0	(15)
Office	3	0	(3)	0	(3)

Note: All numbers are rounded to the nearest whole number.

Source: Economics Research Associates, County of San Diego

Pala-Pauma (portion of)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
1 a-c	<u>Staff</u> (C-4) Rural Commercial <u>Planning Commission</u> Concur with staff	(C-4) Rural Commercial	No recommendation submitted	<i>Total Area:</i> 38.5 Acres <i>Current Use:</i> Various commercial <i>Existing GP:</i> (13) General Commercial	<ul style="list-style-type: none"> • Located in 3 separate areas along State Route 76 • Recognizes existing uses (small restaurant, post office, motel, convenience store), which are rural in character • Compatible with community character • Staff supports Sponsor Group recommendation
2	<u>Staff</u> (SR-10) Semi-Rural Residential <u>Planning Commission</u> Concur with staff	(SR-10) Semi-Rural Residential	Commercial (Villalobos)	<i>Total Area:</i> 1.19 Acres <i>Current Use:</i> Citrus grove, agriculture <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> • Located at the intersection of State Route 76 and S6 • Driveway access directly on to State Route 76 should be severely limited and/or avoided if possible • Sight distance and traffic safety issues have been identified by the community if this property is developed for commercial purposes • Inconsistent with the community development model